CUSTOMER SERVICE

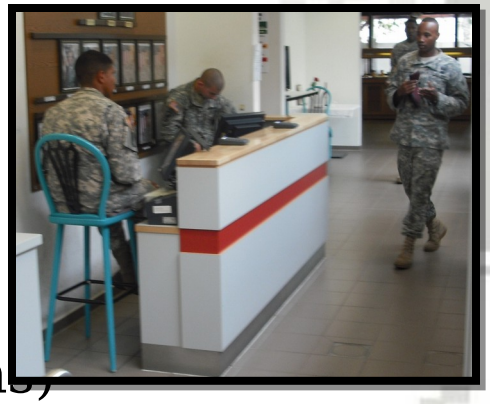
Benefits of Great Customer Service

- Critical to any successful business
- Productive Happy Employees
- Reputation & Decor
- Increased Patronage
- Comes in many forms

Verbal Communication

- Greeting by Headcounter
- Greeting by Servers
- Servers Clarify Order
- Server Exit Greeting
- Noise Level in Dining Facil

Nonverbal (Visual) Communication



- Clean and orderly entrance
- Headcount Area
- Clean and Attractive Staff Uniforms
- Attractive Menus and serving lines
- Clean Service Areas (Dining Room/Restrooms)
- Body Language of Headcounters or Servers
- Wait Time in Line
- Management Visible in Facility
- Server Places Food on Plate
- Foods Served at Proper temps
- Eye appealing foods
- Pleasant dining atmosphere

Principles

- Employee Satisfaction
- Visible Managers
- Diner/Employee Feedback
- Improving Customer Service
- Process/ Diner Survey
- Mandate Quality Service
- Diner Satisfaction

Employee Satisfaction

- Happy cooks: Happy food
- Unhappy cooks:
  - Less productive
  - Absenteeism
  - High turnover

- Job satisfaction equals positive customer interactions
  - Productivity
  - More Teamwork

Employee Satisfaction

- Survey Employees
  - Survey Questions should get to the heart of the working environment issues
  - Keep it short as possible

- Interpret the Results

  --Obvious areas of discontent – contributing factors
  - Solutions

- Share the Results
  - Be timely
  - Be candid and direct
  - Tell what will happen next
  - Ask for suggestions
  - Reward your staff for outstanding performance

Employee Satisfaction

- Act on the results
  - Don’t survey if there is no intent to change anything
- Follow-up
  - People, times change, re-survey at regular intervals, no more than twice per year
- See Employee Survey

Employee Survey

- Employee Survey
- Please place the number under the question that best expresses how your feel about your job:

- 1/Very Satisfied, 2/Slightly Satisfied, 3/Neutral, 4/Slightly Unsatisfied, 5/Very Unsatisfied

1. The recognition you receive for the work you do.___
2. The quality of the training you receive.___
3. The information you receive on policies, procedures & what's going on.___
4. The opportunity to learn new things.___
5. Management's awareness & understanding of your problems.___
6. Management's interest in your career development.___
7. Management's ability to make your job interesting & fun.___
8. The amount of enjoyment you get from doing your job.___
9. The amount of cooperation among your co-workers.___
10. The way you are treated by management.___

- What do you like best about your job? _____
- _____
- What do you dislike about your job? _____
- _____
- What could be done to make your job more enjoyable & rewarding? _____
- _____
- If you were the Manager, what would you change? _____
- _____

Diner Survey

FOOD SERVICE

Soldier Satisfaction Survey

Each item will be rated on a scale of 1-5; Five being the best and one being the worst. Fill in the circle that best represents your response to the question.

1. I am a meal card holder (SIK) ○ or paying customer (BAS) ○

2. My grade is: ○ E1–E4 ○ E-5-E6 ○ E-7-E9 ○ Officer ○ Civilian

3. Times per week that I use the:

Dining Facility	○ 0-3	○ 4-7	○ 8-11	○ 12-14	○ 15-18	○ 19-21
Carry out	○ 0-3	○ 4-7	○ 8-11	○ 12-14	○ 15-18	○ 19-21

4. Please rate your dining facility on the following:

	5-Excellent	4-Very Good	3-Good	2-Poor	1-Bad
Speed of Headcount	○	○	○	○	○
Friendliness of servers	○	○	○	○	○
Menu variety	○	○	○	○	○
Quality of food	○	○	○	○	○
Cleanliness of facility	○	○	○	○	○

5. Please rate the convenience of the operating hours for your dining facility:

Weekday:	○	○	○	○	○
Weekend:	○	○	○	○	○

6. Overall evaluation of my dining facility: ○ ○ ○ ○ ○

Please feel free to write additional comments:

THANK YOU, we appreciate your input.

Visible Managers

- The Manager is directly responsible for the diner's total experience
  - Manager wears many hats
  - Involved in all aspects of the dining facility operation
- The Manager sets and maintains the customer service standards for the dining facility
  - Taking a couple of minutes to work the dining room to stop and ask "How is everything?" Is the key to business success
  - You must be on the front line with the customers earning their respect
  - Smart Managers set the bar high and keep it there

Visible Managers

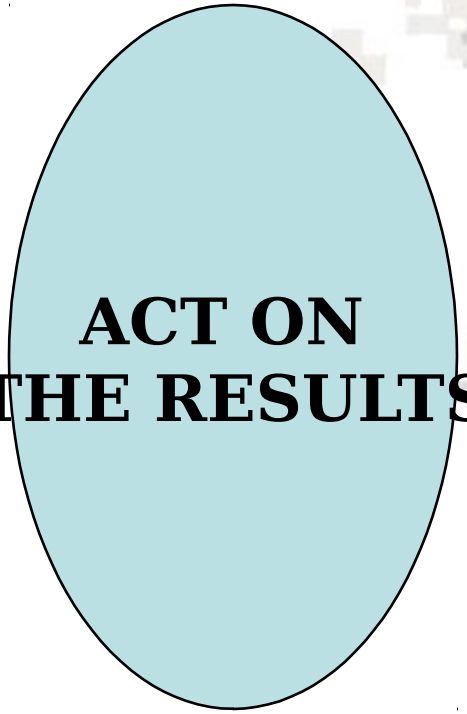
- Managers must focus on the customer.
- A strong manager models behavior and provides feedback.
- It's all about the customer.
- Lead by example.

Diner/Employee Feedback

- Walking around asking specific questions
- Diner/Employee meetings
  - Enlisted Dining Facility Advisory Councils/BOSS
- Diner Surveys
- Diner Comment Cards
- Employee Suggestion Cards

Diner/Employee Feedback

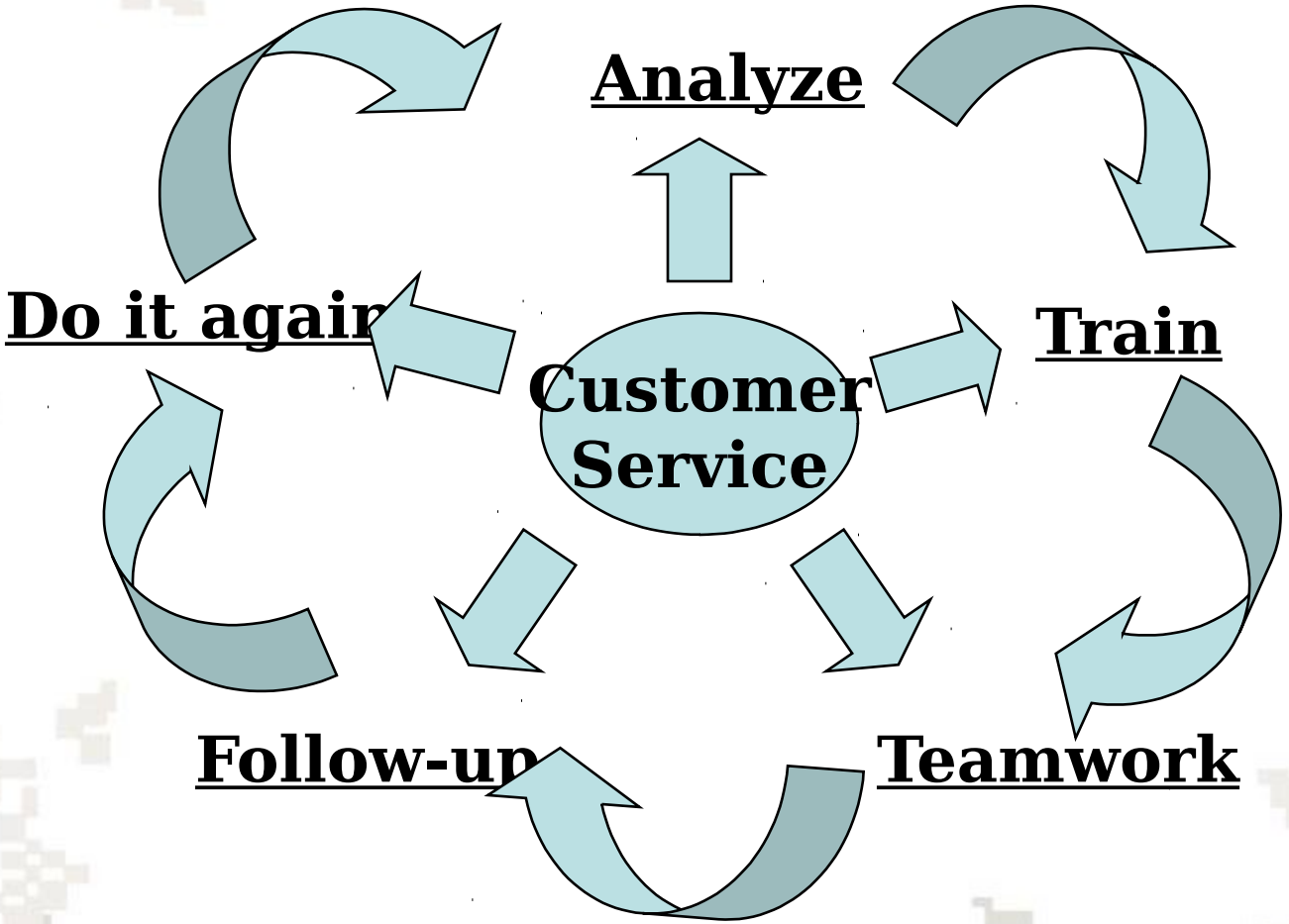
- Conduct Written Diner Surveys
  - Determine what your goal is
  - Keep the survey short
  - Don’t over survey diners
  - Post results
  - Contact Diners
  - Keep results, compare to future surveys
  - TAKE ACTION



Diner/Employee Feedback

- Diner Comment/Employee Suggestion Cards
  - Set up a means of tracking comments/suggestions
    - Encourage ideas!
  - Respond quickly to comment/suggestion
    - Respond directly if they left contact information
  - Post Manager's response
  - Provide follow-up to diner/employees
    - Make sure everyone knows what the priorities are at any given moment
    - Let them know you value their comment and what was done to correct the issue
  - Say Thank-You!

Improving Customer Service Process



Improving Customer Service Process

- Analyze
  - Get to know your customers
  - Do a “walk-through” of the diners’ experience
  - Focus on areas of improvement

- Train
  - Schedule time to properly train
  - Focus on procedures first, then how to interact with customers
  - Consistency is crucial

Improving Customer Service Process

- Teamwork
  - Spend time with staff
  - Lead by example
  - Hold short team meetings-keep them informed
  - Pay attention to their opinions and suggestions
  - Create atmosphere of support and cooperation not a hostile environment
- Follow Up
  - Set the bar high – Whatever level of service you are willing to accept is what you are going to get
  - Be there – Hands on
  - Be positive & corrective
  - Give focused and specific feedback

Improving Customer Service Process

- Summary
  - Ask your customers and staff to tell you what you can do to improve
  - Tune in and listen closely to their replies
  - Act on suggestions for improvement
  - Never become complacent

Customer Service

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